be provided to the client system by the network server; and

providing by said bridge server said determined additional content or an identifier of said additional content to said client system.

2.   (Now Twice Amended) The method of claim 1 wherein said additional content comprises additional information regarding said network server to said client system.

3.   (Previously Once Amended) The method of claim 1 wherein said providing comprises providing by said bridge server said additional content to said client system without altering the substance of the requested content to be provided by said network server.

4.   (Previously Twice Amended) The method of claim 1, wherein said determining comprises checking by said bridge server whether additional content corresponding to said network server exists.

5.   (Previously Cancelled)

6.   (Previously Once Amended) The method of claim 1, wherein said additional content comprises an option for making a telephone call.

7.   (Previously Once Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client computer system to make the telephone call without having to provide the destination telephone number by the user.

8.   (Previously Once Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client system to make the telephone call without terminating a current network communication session of the client system.

9.   (Now Twice Amended) The method of claim 1, wherein the method further

2

comprises automatically establishing and facilitating a voice call to a PSTN handset in response to a user of the client system selecting the additional content.

10.   (Previously Cancelled)

11.   (Previously Twice Amended) The method of claim 1, wherein the identifier of the additional content comprises a Uniform Resource Locator (URL) corresponding to the additional content.

12.   (Previously Cancelled)

13.   (Now Twice Amended) The method of claim 1, further comprising marking the received request by the bridge server, and returning by the bridge server to the client system, the marked version of the received requested for re-submission by the client system.

14.   (Previously Once Amended) The method of claim 13, further comprising receiving by the bridge server, the marked version of the request re-submitted by the client system; removing by the bridge server, the marking from the re-submitted request; and forwarding the request to the network server.

15.   (Previously Once Amended) The method of claim 13, wherein the marked version of the request comprises a Uniform Resource Locator (URL) corresponding to the request, appended with additional characters identifying the bridge server as the marking bridge server.

16.   (Previously Twice Amended) The method of claim 1, wherein said providing comprises returning by the bridge server a HyperText Markup Language (HTML) page to the client system, wherein the HTML page includes a marked version of the request for re-submission by the client system.

17.   (Previously Thrice Amended) The method of claim 1, wherein said providing comprises returning by said bridge server a HypreText Markup Language (HTML) page to the client system, wherein the HTML page includes said identifier of the additional content for the client system to retrieve the additional content.

18.   (Previously Twice Amended) The method of claim 1, wherein said providing comprises returning a Hypertext Markup Language (HTML) page to the client system, wherein the HTML page includes the additional content.

19.   (Now Five Times Amended) A bridge server comprising:

        control logic operative to receive a request for content from a client system targeting a network server, and to check, based on said received request and not on the requested content, whether additional content is to be provided to the client system, in addition to the requested content to be provided to the client system by the network server; and

        content-adding logic, coupled to the control logic, operative to provide the additional content or an identifier of said additional content to the client system if the additional content is to be provided.

20.   (Previously Cancelled)

21.   (Previously Twice Amended) The bridge server of claim 19, wherein the identifier comprises a Uniform Resource Locators (URL).

22.   (Previously Once Amended) The bridge server of claim 19, wherein the bridge server further comprises logic operative to automatically establish and facilitate a voice call to a PSTN handset in response to selection of the additional content by a user of the client system.

23.   (Now Twice Amended) The bridge server of claim 19, wherein the control logic is further operative to mark up the request, return the marked up request to the client system for re-submission, and upon re-receiving of the marked up request, remove the marking, then forward the request to the targeted network server.

24.   (Now Thrice Amended) In a bridge server, a method comprising:

receiving by the bridge server a request for content from a client system targeting a network server; and

marking up by the bridge server the received request and returning the marked up request to the client system for re-submission.

25.   (Previously Once Amended) The method of claim 24, wherein the method further comprises re-receiving by the bridge server the marked up request from the client system, removing the marking, and forwarding the request to the targeted network server.

26.   (Previously Cancelled)

27.   (Previously Cancelled)

28.   (Previously Cancelled)

29.   (Now Four Times Amended) A client system comprising:

means for transmitting a request that targets a network server;

means for receiving return of the request, from a bridge server, in a form marked up by said bridge server; and

means for re-transmitting the request in said marked up form.

30.   (Now Thrice Amended) The client system of claim 29, further comprising:

means for transmitting another request for additional content, upon receipt of an identifier of the additional content from said bridge server provided in

response to the first transmission of the request.

31.   (Previously Cancelled)

32.   (Previously Cancelled)

33.   (Previously Added) In a bridge server, a method comprising:

receiving by said bridge server from a client system a request for

content targeting a network server, and

determining by said bridge server, in response to receiving of said

request, additional content other than the requested content to be provided to the client

system by the network server.

34.   (Previously Added) The method of claim 33, further comprising a step of

providing by said bridge server said determined additional content or an identifier of said

additional content to said client system.

35.   (Previously Added and Now Once Amended) The method of claim 33,

wherein said determining is based on an identifier which is included in said request and

identifies the targeted network server.

36.   (Previously Added) The method of claim 33 wherein said additional content

comprises an option for making a telephone call.

37.   (Previously Added and Now Once Amended) The method of claim 36

wherein said option for making a telephone call is an option allowing a user of the client

system to make the telephone call without requiring provision of a telephone number by a

user.

38.   (Previously Added and Now Once Amended) The method of claim 36

wherein said option for making a telephone call is an option allowing a user of the client